

Peace Education Synergy – A step towards greater coordination and collaboration'

14th January 2004

Summary of afternoon discussion – Media/communication group.

Persons present:

Name	Organisation	Telephone number
Danuta Radzik	Red Thread	227 2218
Lloyd Williams	GYSM	2252754
Tenanna Bisnauth	GYSM	233 5868
Kim Boh	GYSM	622 6846
Ky Henry	GCBR	267 261
Gertrude Scott	Silver Lining Association	225 9103 after 5pm 226 3305/226 0203 (office)
Winifred James-Kipping	IDCE Georgetown	223 7491, 225 1488, 227 5614
Elton McRae	BTADA	223 3550/624 4202
Delmar Donnelly	Varqa	226 7870
Verina Singh Rasheed	Varqa	771 4860 771-4272
Leslyn Thompson	UNICEF	225 9993
René van Dongen	UNICEF	225 9993
Violet Speek	UNICEF	225 9993
Renée Peroune	PAHO	225 3000

The group discussed the following questions:

1. How can NGOs better project themselves and the work they do?
Summary of suggestions made:
 - Create or help create own/separate TV channel
 - Create or help create short programmes
 - Set up or help set up own small studio
 - Invite media houses, radio stations and newspapers to be part of meetings such as this one
 - Use some of the HIV/AIDS NGOs (such as Artists in Direct Support and PSI – Population Services International) to help create programmes or messages
2. How can media be sensitised to bring more positive messages (to help/facilitate the process of conflict transformation).
Summary of suggestions made:
 - Sensitise owners (of TV channels and media houses) and editors of TV/Radio programmes and newspapers
 - Build capacity of media people
 - Invite them to activities organised by/for NGOs
3. How can we keep the moment going?
Summary of suggestions made:
 - Circulate names and contact numbers (see above)
 - Meet again on Wednesday 28th January at 16:00 PM in the UNDP board-room (to be confirmed by phone) to discuss the development of a communication strategy.
 - Discuss this strategy and any other ideas during the UG conference (early February) with organisations such as “IMPACS” and “SEARCH FOR COMMON GROUND” who have experience in creating messages on peace education topics.